



## SOCIAL MEDIA PLAYBOOK

**U DRIVE. U TEXT.**  
**U PAY.**  
2021



# How to Use This Playbook

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This document is a social media playbook for the 2021 *U Drive. U Text. U Pay.* campaign. It includes specific content and assets, along with instructions, to address drivers and inform them to never drive distracted. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your efforts throughout the year may help save lives.

# Table of Contents

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## **Campaign Overview** **4**

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- Campaign Summary 4
- Objectives 4
- Posting Strategy 5

## **Social Media Content** **6**

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- Content Organization 7
- Post Examples 8
- Sizes Available 9
- Content 11

## **NHTSA Contact** **15**

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# Campaign Overview

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## U Drive. U Text. U Pay. Campaign Summary

In 2019, more than 2,800 people lost their lives in crashes involving distracted drivers. Anything that takes attention away from the task of safe driving, especially texting, is a distraction. By reminding drivers of this fact, we can prevent injuries and deaths related to distracted driving. The act of texting and driving is not only unsafe but also illegal and a ticketable offense.

The goal of the *U Drive. U Text. U Pay.* campaign is to remind drivers that officers are stepping up enforcement of anti-texting and driving laws and to educate drivers on the consequences of texting while driving.

## Objectives

- Motivate drivers to leave their cell phones alone while driving
- Promote awareness of the personal costs of distracted driving
- Remind drivers of the consequences of distracted driving

## Posting Strategy

The *2021 U Drive. U Text. U Pay.* campaign will run from April 5 to April 12. In addition, April is Distracted Driving Awareness Month. It is encouraged to post throughout this enforcement period to reinforce the paid placements that will occur at the same time, as well as throughout the month of April. However, these assets can be utilized year-round within your existing social media strategy to maintain a constant safety message regarding distracted driving.

Below are relevant hashtags to use when posting about the campaign to tap into conversations about distracted driving safety:

- **#JustDrive**
- **#UDriveUTextUPay**
- **#DistractedDriving**



 Facebook/Instagram



## Social Media Content

This section contains shareable social media content for the *U Drive. U Text. U Pay.* campaign. Provided on pages [11-14](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

 Twitter



On the left are two sample social media posts, one for Instagram and Facebook, using a square-shaped graphic and one for Twitter, using a rectangular graphic.

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

## Content Organization

The social media content is organized into sections based on creative concept. Both English and Spanish versions are provided for this campaign.

### English

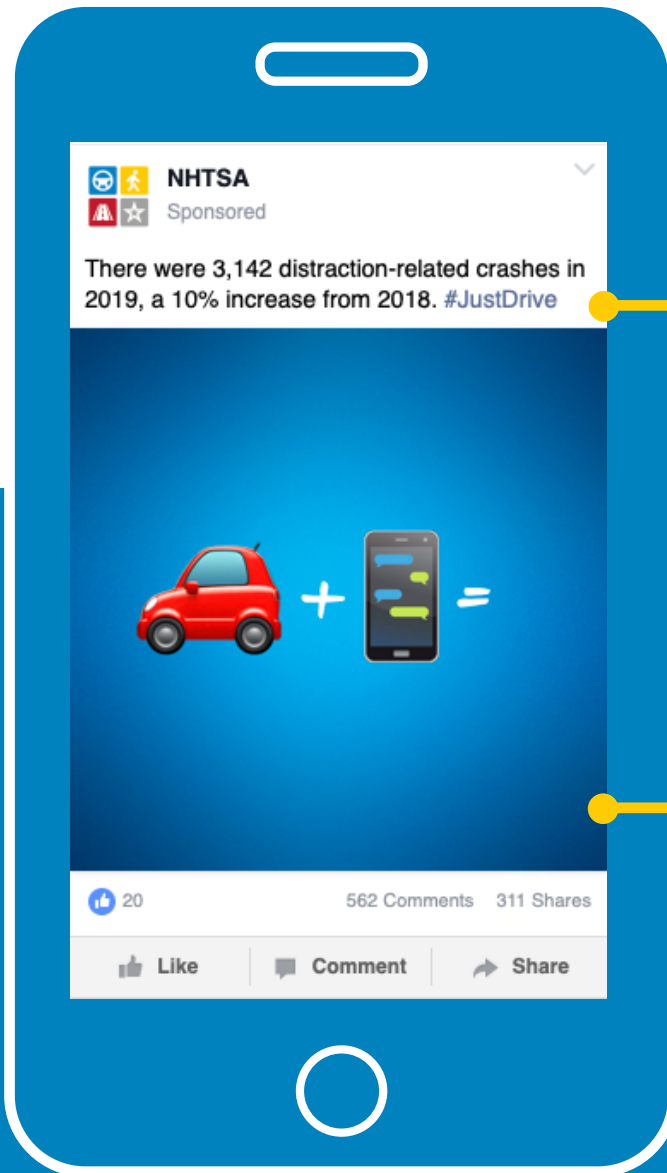
- Equation – Pg. [11](#)
- Ticket – Pg. [12](#)

### Spanish

- Equation – Pg. [13](#)
- Ticket – Pg. [14](#)

## Post Examples

Here is an example of how posts should look when published.



1

*Suggested copy from this playbook.*

2

*Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).*



## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov) website.



Facebook/Instagram Posts  
1200x1200 (square)



Facebook/Instagram Stories  
1080x1920 (vertical)



Facebook/Instagram Posts  
1000x1200 (vertical)



Twitter Posts  
1200x675

## Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions for most campaigns in the same sizes.

According to social media experts, posts with an animated graphic see 55% more engagement than those without and often generate 1200% more shares than text and static images combined.

(Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static ones. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics after downloading them from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

# Equation (English)

## STEP

### 1 Download graphics.

Download the "Equation" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Your distracted driving could mean someone else's life. **#JustDrive**
- There were 3,142 distraction-related crashes in 2019, a 10% increase from 2018. **#JustDrive**
- When you drive distracted, your next text might be your last. **#JustDrive**
- Be smarter than your phone. **#JustDrive**
- There's no text or notification worth risking a life. **#JustDrive**

# Ticket (English)

## STEP

### 1 Download graphics.

Download the "Ticket" graphic below at:  
[Traffic Safety Marketing](#)



## Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Make the right decision when you're in the driver's seat. Put your phone away. **#JustDrive**
- Your phone can wait. Safety can't. **#JustDrive**
- Keep your eyes on the road and off your phone. **#JustDrive**
- All it takes is 5 seconds to change a life forever. **#JustDrive**
- Life can change in the blink of an eye. It's all up to you. **#JustDrive**

# Equation (Spanish)

## STEP

1 Download graphics.

Download the "Equation" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Manejar Y Textear – La Vas A Pagar. **#SoloManeja**  
*Translation: U Drive. U Text. U Pay. #JustDrive*
- Hubo 3,142 choques en 2019 relacionados con la distracción, un aumento del 10% desde 2018. **#SoloManeja**  
*Translation: There were 3,142 distraction-related crashes in 2019, a 10% increase from 2018. #JustDrive*
- Cuando manejas distraído, corres el riesgo de perder tu vida, no solo recibir una multa. **#SoloManeja**  
*Translation: When you drive distracted, you risk your life, not just a ticket. #JustDrive*
- Sé más inteligente que tu celular. **#SoloManeja**  
*Translation: Be smarter than your phone. #JustDrive*
- Ningún texto o notificación vale arriesgar una vida. **#SoloManeja**  
*Translation: There's no text or notification worth risking a life. #JustDrive*
- Toma la decisión inteligente mientras guías: Guarda el celular y **#SoloManeja**.  
*Translation: Make the smart decision when you're in the driver's seat: Put down the phone and #JustDrive.*
- Mantén tus ojos en la carretera y fuera de tu celular. **#SoloManeja**  
*Translation: Five seconds can mean the difference between life and death. #JustDrive*
- Dondequiera que te dirijas, guarda tu celular si planeas manejar. Recuerda: Manejar Y Textear – La Vas A Pagar. **#SoloManeja**  
*Translation: Wherever you're heading, put your phone away if you plan to drive. Remember: U Drive. U Text. U Pay. #JustDrive*

# Ticket (Spanish)

## STEP

### 1 Download graphics.

Download the "Ticket" graphic below at:  
[Traffic Safety Marketing](#)



## Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Cuando manejas, guarda tu celular. Es la ley. **#SoloManeja**  
*Translation: When you're driving, put your phone away. It's the law. #JustDrive*
- Tu celular puede esperar. La seguridad no puede. **#SoloManeja**  
*Translation: Your phone can wait. Safety can't. #JustDrive*
- Mantén tus ojos en la carretera y fuera de tu celular. **#SoloManeja**  
*Translation: Keep your eyes on the road and off your phone. #JustDrive*
- En 5 segundos, una vida puede cambiar para siempre. **#SoloManeja**  
*Translation: All it takes is 5 seconds to change a life forever. #JustDrive*
- La vida puede cambiar en un abrir y cerrar de ojos. Todo depende de ti. **#SoloManeja**  
*Translation: Life can change in the blink of an eye. It's all up to you. #JustDrive*
- Hubo 3,142 choques en 2019 relacionados con la distracción, un aumento del 10% desde 2018. **#SoloManeja**  
*Translation: There were 3,142 distraction-related crashes in 2019, a 10% increase from 2018. #JustDrive*
- Ningún texto vale arriesgar una vida, sin mencionar una multa considerable. **#SoloManeja**  
*Translation: There's no text worth risking a life, not to mention a hefty fine. #JustDrive*
- Juntos, podemos hacerlo mejor. **#SoloManeja**  
*Translation: Together we can do better. #JustDrive*

## NHTSA Contact

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If you have questions about the *U Drive. U Text. U Pay.* campaign, please contact Lori Millen at [Lori.Millen@dot.gov](mailto:Lori.Millen@dot.gov).

